



• THE BEAUTIFUL LIFE AWAITS •

# WHAT'S ALL THE RAGE ABOUT #KBEAUTY?! SMD COSMETICS HAS THE ANSWER

BY EMILY WAGNER

**W**e got wind of an amazing skin care line and had to look into this #Kbeauty trend ASAP! What's all the hype about? Why is it such a topic of conversation?

The trend is referred to as K-beauty, and it's all about the ingredients. Celebrity make up artists are using it more and more too. We got to speak with 2 notable celebrity MUAs that shared with me their favorite #Kbeauty product and also gave us some tips on trends to watch for this summer!

Here is Elizabeth Hoel-Chang Celebrity Make Up Artist for the hit TV show This Is Us, on her summer skin care tips and tricks:

"I spritz a spray of rose water on my clean face before I put on my favorite natural Korean skin care products from SMD Cosmetics. I use Khie's SPF 50 facial sunscreen everyday under my makeup. I've been using SMD Cosmetics religiously since November, and now I've completely stopped wearing any foundation, because I don't need it. The SMD Cleansing Oil is the perfect cleanser because it doesn't strip my face of all the oil and disrupt my PH balance. It has been a life-saver for breakouts. Usually I'd have 4X the hormonal or summer breakouts using a stripping cleanser. I then apply a dusting of mineral powder on my face, concentrating mainly on my cheek area to correct my rocesa. Simple eyeliner and mascara, and fill in my brows. I apply a bit of bronzer or light pink blush on my cheeks and am on my way. I will sometimes blot my face with a light blotting powder, otherwise just let my face be as it is. Even if my mineral powder wears off over a long day at work, it doesn't bother me now because my skin has repaired, plumped and become so hydrated from the help of SMD Saromae Snail Serum I also make sure I drink plenty of water and implicate more organic avocados in my diet since they are in season and are SO GOOD for your skin!! Along with strawberries, grapes and kale."

So we did a little bit of digging and found out, SMD Cosmetics produces one of the most popular prestigious skin care

lines in South Korea, formulated on over 2,000 years of herbal medicine wisdom! It's a natural (which I LOVE) premium herbal medicinal-based line that is fairly new to the US.

We heard that SMD products are being used by top celebrity make-up artists, and are also now being sold at Nigel's Beauty Emporium in Hollywood.

We also interviewed celebrity make-up artist and photographer, Troy Jensen, to give us this summers hottest skin care and make-up tips and this is what he had to say:

"I like my "muses" to come to me with radiant glowing clear skin...I love SMD Cosmetics, a K-beauty brand new to the US...some of my clients and I use the Saromae Snail Serum on the skin under make-up for radiance. I ease my clients (Jordan Sparks, Giuliana Rancic, and Mariah Carey to mention a few) into summer make up by first warming up their complexion. I choose a sheer foundation that will give them a warm wash of color. At the moment I'm obsessed with Dior Skin Nude Air Serum foundation. It's so sheer, it literally looks invisible on the skin. Next I will add a peachy glow to the skin with Two Faced Cosmetics "sweet peach glow" pallet... it has a bronzer, a highlighter and a beautiful peach blush, to give you that instant beach babe look! I even dust a little highlighter and bronzer on the eyes and top of with this seasons IT beauty trend: tinted mascara (I love Benefit Cosmetics "there real mascara" in Beyond Blue. On the lips this summer, shimmer is a big trend and rose gold is really hot. Jouer Cosmetics has created a beautiful rose gold collection for the lips: I love "the long wear lip cream liquid lipstick in rose gold" and I go over it with Jouer's lip topper in rose gold, focusing on the center of the lip and upper bow of the lip."

After speaking to Elizabeth and Troy Groomed LA wants in!

I can't wait to get my INHYUNJIN anti-aging set for myself! #Kbeauty !!! WOOT!!